















RUN OF SITE | Desktop

| | Format | CPM CHF Brut | CPM CHF net |
|---------|--|--------------|-------------|
| Premium |  Wideboard | 90 | 63 |
| |  Maxiboard | | |
| |  Billboard | | |
| |  Halfpage Ad | | |
| Basic |  Universal Ad Package ^{UAP)} | 55 | 38.5 |
| Special |  Branding Ad+Halfpage Ad Multi Device | 200 | 140 |

UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.




CONTEXT TARGETING | Desktop

| | Format | CPM CHF Brut | CPM CHF net |
|---------|---|--------------|-------------|
| Premium |  Wideboard | 104 | 72.8 |
| |  Maxiboard | | |
| |  Billboard | | |
| |  Halfpage Ad | | |
| Basic |  Universal Ad Package ^{UAP)} | 62 | 43.4 |
| Special |  Branding Ad + Halfpage Ad Multi Device | 260 | 182 |



UAP)

Kombination aus Leaderboard, Skyscraper & Medium Rectangle. Mindestens 2 Formate -eines davon zwingend das Medium Rectangle- sind anzuliefern.

mobile RUN OF SITE | Mobile

| Format | CPM CHF Brut | CPM CHF net |
|---|--------------|-------------|
|  Mobile Medium Rectangle | 60 | 42 |
|  Mobile Wideboard | 50 | 35 |
|  Mobile Banner Sticky | 30 | 21 |

video RUN OF SITE | Video

| | Format | CPM CHF Brut | CPM CHF net |
|---------|---|--------------|-------------|
| Special |  Pre Roll (Video: max. 30 Sek.) | 130 | 91 |
| |  Pre Roll Bumper (Video: max. 6 Sek.) | 100 | 70 |